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ABSTRACT

A guide to planning information and referral (I&R) services as an integral part of public library services is given. The guidelines cover: (1) the importance of support by the library board and staff; (2) the assessment of objectives, clientele, information needs, and sources of information; (3) making decisions as to the type and amount of information the library will provide; and (4) necessary staffing and equipment. Ways of collecting, processing, and reviewing information are suggested. Outreach and public relations activities are discussed, and descriptions of I&R services at demonstration libraries are provided. Appendixes contain I&R subject headings, sample I&R subject file and resource cards, and sample data collection and community contact forms. (LS)

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LIBRARY SERVICE GUIDES

*Appalachian
Adult
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THE LIBRARY AS A COMMUN INFORMATION AND REFERRAL

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APPALACHIAN ADULT EDUCATION CENTER

Public Library Training Institutes
Library Service Guide No. 8

**THE LIBRARY AS A COMMUNITY
INFORMATION AND REFERRAL CENTER**

by

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April, 1975

Preface

This guide is one of a series on library services to disadvantaged adults. The purpose of the series is to explore alternative ways public libraries can expand services to this special group.

Each guide attempts to recognize the differences among public library budgets, staff size and training, and the differences among the communities libraries serve. Each guide deals with a particular service and, where possible, suggests several alternative ways the library can provide that service to disadvantaged adults. The library, then, can and should further adapt the suggestions to fit the resources and needs of its local community.

The guides combine (1) a thorough search of the library literature; (2) the knowledge of professional librarians, who wrote many of the guides and evaluated the entire series; and (3) the experience of the Appalachian Adult Education Center (AAEC) in designing interagency educational programs for disadvantaged adults.

The AAEC has worked with state, regional, and local public libraries in seven states in projects funded by the Bureau of Libraries and Learning Resources of the U.S. Office of Education. In one project, four urban and three rural centers demonstrated ways public libraries and adult basic education programs could improve their services to disadvantaged adults by coordinating efforts in reader guidance, recruitment, library orientation, community referral, and in the selection, use, and delivery of materials. The AAEC also conducted institutes in local public libraries in seven states in designing and implementing library services for disadvantaged adults.

Work on those and other projects led to three conclusions, upon which the guides are based: (1) that undereducated adults need information and services to help solve problems; (2) that the public library can meet those needs through adjustments in procedures and interagency cooperation; and (3) that the materials and services required for disadvantaged adults are useful and useable to all adults.

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DEFINITION OF TERMS

AAEC-Appalachian Adult Education Center

ABE-adult basic education-instruction for adults, 16 or older and out of school, in the basic academic skills leading to high school equivalency, and in coping skills.

Coping Skills-the abilities (1) to define an everyday problem as an information need; (2) to search for and locate information in the problem area; (3) to understand and retain the information; and (4) to apply it toward a solution of the problem.

Disadvantaged Adult-any person 16 or older and out of school, who reads below the tenth grade level or whose income is below poverty level.

I&RS-information and referral services-a process of active information seeking and transmittal with the purpose of linking an individual who has an information or service need with the resources to meet the need. Complete I&RS have four major steps:

- (1) identifying the real information or referral need, whether or not that need is clearly expressed. This means listening to what is being said.
- (2) locating resources which are appropriate to the need and acceptable to the patron.
- (3) connecting the patron with the resources. This may involve interpreting the information, preparing the patron for what to expect at the agency to which he has been referred, making an appointment, or arranging for transportation.
- (4) following-up referrals to make sure the referral was appropriate and that the patron did receive the needed services.

Outreach Services-Services in which the library cooperatively interacts with other community organizations, institutions, agencies and groups, and physically reaches out through bookmobiles, telephone services, deposit collections, or books-by-mail. Outreach is a major part of information and referral services, which involve identifying local needs and problems and locating community resources to meet the needs.

INTRODUCTION

Why Information and Referral?

All adults need reliable sources of information to help solve the problems of everyday living: finding and keeping a good job, housing, transportation, health, food, bills, child care, and where to go for help. Because disadvantaged adults are also likely to have low reading skills and little experience with libraries, they have limited access to reliable information. Most of their information may come through friends and relatives, and is likely to be incomplete and inaccurate.

Information and referral services can provide disadvantaged adults with information to deal with everyday problems, and can link disadvantaged adults to the services they need. Referral services can help get a response from bureaucratic systems or agencies that are often unresponsive to individual needs. Like most library services for the disadvantaged, information and referral services are useful to most other adults as well.

Why the Library?

Other social agencies can provide effective information and referral services, and are doing so in some communities. But there are several advantages to those services being provided by the public library if no other agency is doing the job adequately.

- (1) As the traditional collector and dispenser of information, the library is a safe, neutral place where adults can feel secure about the information they receive.
- (2) Librarians have the skills to locate, collect, organize, and provide accurate information. Librarians also have the ability to listen to people, and to hear the underlying question being asked by a person in need of information.
- (3) Public libraries can provide information in varying forms, and librarians are trained to select the most appropriate form to fit the immediate need. This versatility is particularly important for disadvantaged adults, who often require non-print and personal, individualized services.
- (4) In many areas, both urban and rural, the public library may be the most accessible service agency.
- (5) Unlike other institutions, libraries are not forced to limit the kinds of information they can provide. The entire library can be promoted as an information center, so that patrons do not have to sort out the kind of service they need

I&R As Part of Total Library Service

(information and referral, reference, etc.). The total resources of the public library can be used to meet the information needs of people in the community.

But to make the best use of the back-up information resources of the library and the expertise of librarians in seeking out and providing information, I&R must be seen as a legitimate part of total library service, not as some non-essential extra-work addition to "regular" library services. Information and referral services must be an integrated part of the library's total services. More than the mere addition of information and referral service is needed if libraries are to be neighborhood information centers--places where neighborhood residents go first for any kind of information--rather than local repositories of little-used books.

Integration of I&R with other library services serves two major purposes:

- (1) I&R more clearly defines the information needs of the community. The library can then move to meet those needs, not only through I&R, but through books, programs, and other media.
- (2) When outreach work promotes the

**Alternative
Ways to
Provide I&R**

total services of the library, it is likely to increase the community's involvement, again making it easier for the library to respond with improved total services for the community. The library can become a neighborhood information center by making the community aware of what it can provide beyond books, and by responding to the total information needs of the community in ways that are appropriate and useful to the people in that community.

The library can provide information and referral services in several ways. Those ways differ in methods, in costs, and in effectiveness, but the two following assumptions are basic to all.

- (1) *Information and referral services are a legitimate and appropriate function of the library.* The entire library staff should be involved in I&R, and should see it as an integrated part of regular library service.
- (2) *Information and referral services do not replace regular library activities—they extend them.* Steady decline in traditional library use in

many libraries has created available staff time that is not being used to the full benefit of the public. I&R and other outreach activities are ways to use library skills to bring fuller library service to the community.

Of the various ways to provide I&R, the least costly in administrative commitment and staff time will also be the least effective. The greater investment the library makes in providing information and referral as regular library service, the more effective that service is likely to be.

The following are four alternative ways to provide information and referral services, from the least costly to the most expensive. They are not different kinds of activities, but rather progressive levels of the same basic service: helping people find the resources they need to solve problems. These methods use

- (1) directory only
- (2) information only
- (3) direct I&R
- (4) computers.

The public library can provide some information and referral services by compiling a directory of community services and making the directory available to the public. Subject areas covered by the directory might be broad (a comprehensive listing of social, health, and welfare agencies) or narrow (a list of health services or services to the disadvantaged, youth, or the aged).

While far better than nothing, the directory does have limitations:

- (1) It inevitably becomes out of date with the frequent changes in service agencies. Only constant verification by a qualified staff person can safeguard against providing inaccurate information;
- (2) The directory is not likely to contain the specific how-to-do-it information an individual patron needs; and
- (3) The success of the directory depends on the patron's being able to know exactly what kind of information she/he needs, look in the library for that kind of information, use print, use a directory, read and comprehend the information, and follow through and get the services.

These limitations mean that information will most likely be inaccessible to those who need it most: those who do not know what to look for, where to look, how to read, or how to seek out services.

Directories are most useful, not to the disadvantaged, but to people who are comfortable and competent in seeking information and services for themselves and to service professionals in other agencies who can use the directory to look up information to refer their clients.

Libraries sometimes prepare directories in quantity and distribute them to agency personnel and even to rural crossroads stores. In such cases the library makes no investment in time or money in the development of the directory, but agency personnel may interpret the information.

Publishing a directory is a temporary and partial solution to the need for information and referral, but it falls short of broadly effective information and referral services for the disadvantaged.

Information Only

Providing information only without contacting the agency involved is the next level of service. In this method, the librarian helps the patron locate the information and resources that appear to be appropriate to his or her needs, and interprets the written information to the patron in a helpful way. This requires more staff time and more institutional commitment to providing I&R than simply publishing a directory and making it available the same way all printed information is available in the library. While it does make information in the directory more accessible to more people than the directory-only method, its success still depends heavily on the patron's abilities to seek out information, to know the library would provide this kind of information and help, and to use the information to get the needed service.

Information-only services also run the risk of giving inaccurate, out-of-date information, since they don't closely involve the service agencies being referred to. They retain the risks of the "directory-only" method, since the directory may not contain specific enough information to meet each individual situation.

Direct I&R

The information-only approach depends too, upon problems fitting neatly into the agency functions as described in the directory. Human problems are seldom neat enough for such an easy fit. The only way to determine whether an agency can actually do what is needed is to contact that agency and find out. The most difficult information and referral problems are those for which no formal service network exists, those which require more than one resource, or those which can only be referred to an agency that provides somewhat less than what is needed. This level of service does have the advantage of using the librarian's skills in finding and interpreting the best available information, but the information is often not complete enough to meet the patron's needs.

Direct information and referral is the method recommended as most effective. It is also the most expensive method in staff time and in administrative commitment. To provide services on this level, the administration and the staff must see I&R as a legitimate integrated library service to be provided effectively and as extensively as possible--not as experimental, temporary, isolated, inappropriate, or requiring minimal effort.

The components of the direct service method are:

(a) development of a resource file, directory handbook, or other format for organizing information; (b) assignment of full-time staff to constantly update the directory, gather information, and deliver new data to direct service personnel; and (c) committed and capable direct service personnel to help locate appropriate I&R sources, to verify information, to interpret information to the patron, connect with the agency, and to follow up on the referrals.

Other important components of effective direct I&R service are local outreach, publicity, and advertising. Outreach, though expensive in staff time, must be a regular activity in which staff go out of the library and into the community. Publicity and advertising, though expensive in dollars, are essential to promote the services.

Direct services may include other costs: staff time to plan, develop, and carry out the service, outside consultants, and in-service training for staff in human interaction, I&R subject materials, outreach, programming, and equipment. Again, however, the costs should not be prohibitive if I&R is seen as a true library function. With this commitment,

Computer I&R

When Not to do I&R

many libraries should be able to provide information and referral services within the present operating budget with few adjustments in spending.

Some libraries have experimented with computers in I&R, but computers cannot provide the interpretation, helpfulness, and human interaction that are essential both for effective information and referral services and for services to the disadvantaged.

The library probably shouldn't do I&R (1) If another agency in the community is already providing the service and doing a good job; or (2) If the library sees its goal as storing books, not serving people.

Nearly every library, however, should be able to provide some form of I&R service to its community. While the following sections recommend the development of full, direct information and referral services, the information can also apply to the development of all levels of I&R services and to libraries whose constraints prevent the development of full services.

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This guide is divided into the following sections:		
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(1) planning;

(2) preparing information;

(3) outreach and publicity;

(4) what other libraries have done;
and

(5) suggested readings.

PLANNING

Getting Support: *The Board of Trustees*

The Library Staff

Effective information and referral services require careful planning and preparation in five areas:

- (1) getting support for the service;
- (2) assessing the task;
- (3) deciding on format;
- (4) assigning staff; and
- (5) ordering equipment.

Like any service, information and referral will run more smoothly if it has the support of both the library's board of trustees and the entire library staff. The first step is to get the approval of the library's governing board of directors or trustees. As the librarian's employer, the board needs to know: (a) what the new service will mean to the library; (b) what the service will mean to the community; and (c) what additional funding is required.

The board should also get periodic progress reports on the new service.

Any successful new service must have the support of the staff of the library. The best way to get that support is to involve the staff in planning the new program. The entire staff--or at least

Assessing the Task

those whose jobs will be most affected by the change--can become involved in workshops for sharing ideas, policy changes, plans and expectations; in staff meetings for problem-solving, informal question and answer sessions, airing complaints and criticism, and identifying needs and problems; in preservice orientation and in longer range in-service training. The library administrator should provide enough orientation and training so the staff feels able, positive, and confident about their new tasks.

Assessing the task means finding at least preliminary answers to the following questions:

- (1) What is the desired impact upon the community?
- (2) Who will have access to the information and for what purposes?
- (3) What kinds of information are needed to meet (1) and (2)?
- (4) What are the sources of the needed information?

What is the Desired Impact on the Community?

The purpose of the new services should be clear--to the library staff, community agencies, and patrons: to provide useful information and referral services that will link people with problems to the community resource that can help.

Who Will Have Access to the Information?

The library must decide if the patron will have direct or indirect access to the information. If patrons are to have direct access, the information will have to be easy to find and easy to read and understand. If patrons have indirect access, a library staff member will have to find the information and interpret it to the patron.

A combination of the two approaches often works best. The combination allows the patron who has the confidence to search for and interpret his own information to do so, and provides help for the patron who needs help in defining his need, and in locating and understanding the information.

What Kinds of Information Are Needed?

The kinds of information to collect--and how much to collect--depend on the needs of the disadvantaged adults in the library's service area.*

*The AAEC has developed two tools to aid in the assessment of community information needs.

- (1) *The Life Coping Skills Categories*, a list of subject areas of adult information needs, can be used as a working draft of subject areas, to be adapted to the community's particular needs. The categories are published as a companion document to this guide. Appendix A lists the subject areas used in the information and referral service at the Detroit Public Library.)
- (2) *Library Service Guide No. 2, The Assessment of Community Information and Service Needs*, also help in the assessment. From the assessment the library will know the subject areas in which that community needs information. --AAEC editors.

handling and organizing the information? What are the advantages and the disadvantages of using a familiar format, of introducing a new format? Will branch libraries need duplicate information?

Familiar Format. Two formats that are familiar in public libraries-- the 3x5 (or 5x8, etc.) card file and the vertical file--lend themselves well to I&R. The 3x5 card file can hold referral information on available services, and references to files, pamphlets, and other information kept in the vertical file.

These formats have several advantages: (1) they are easy to update and revise; (2) they can be produced and maintained by the same methods used for the card catalog and vertical files; (3) much of the information the library already has for I&R may be already available in one or both of these forms; and (4) they are easily duplicated for other I&R outlets.

The card file is easily duplicated, and the library can acquire pamphlets in multiple copies. (Appendix B shows sample cards).

Assessing the task may determine how many library staff members need to be assigned to I&R tasks. Matching I&R

Ordering Equipment

tasks to the job skills of individuals more difficult.

The librarians on the staff--trained to collect, systematize, and index information--should do the information gathering, each librarian doing the task she/he does best. A staff member doing personal and telephone interviews with information sources, for example, should have a pleasant friendly manner and the ability to remain "task-focused."

The right equipment to do the job--forms, file cases, and seating arrangements, for example--has to be set up before I&R services can start. Information gatherers using telephone interviews will need their equipment in large or private enough space to be able to talk freely. A telephone equipped to handle three-way conversations can be very helpful when referring patrons. The librarian can remain on the line with the agency and patron. However, it should be pointed out that this is an expensive addition.

Assigning Staff

PREPARING INFORMATION

Collecting Information

This section suggests ways the library can collect, process, and update the information for its I&R services.

Some information--pamphlets, clippings, the knowledge of staff members, and information already recorded and filed in the library--is already gathered, but it will have to be converted to the I&R format. There are several methods for gathering information from outside sources. The library's time, money, and staff constraints will influence the best method, but the three most common methods of gathering information are personal interviews, questionnaires, and telephone interviews.

Personal Interviews

Perhaps the best way to gather information is to have library staff members interview in person the personnel of those agencies and institutions that have information that would be valuable to the community. It is a fruitful method, but many libraries can't afford the expense in staff time.

Mailed Questionnaires

Mailing questionnaires is an often-used way to collect information, but many possible information sources will not complete and return the questionnaire. In that case the library must follow up unreturned questionnaires with a second questionnaire, phone call, or a personal interview.

Telephone Interviews

Getting information from sources over the phone is a practical method. Like the

<i>A Combination</i>	personal interview, it allows for one-to-one contact between the interviewer and the source, but unlike the personal interview, it doesn't take staff time away from the library. However, it can result in more "public relations" information than real information, which can be misleading. Because many kinds of information will be needed from many sources, a combination of methods may be most practical.	<i>Verifying</i>	Information gathered directly from primary sources--like workers in a service agency--can be assumed to be accurate and up to date, but information from secondary sources--newspaper clippings, pamphlets--should be checked for accuracy before it gets recorded. The verification process is often the same as the collecting process. A telephone interview with a primary source, for example, can easily check the validity of "raw information."
<i>Processing the Information</i>	Processing "gathered" information means changing it from its "raw" form--either unrecorded or recorded in hard-to-use format--into useful, useable information. The library must decide what operations the information will go through between the time it is gathered and the time it is used, how many operations will be needed, and how many people will perform them. Processing information usually involves five major steps: (1) recording; (2) verifying; (3) revising; (4) re-recording; and (5) duplicating.	<i>Revising</i> <i>Re-recording</i> <i>Duplicating</i>	If the verification process shows that the information is inaccurate, out of date, incomplete, then the information has to be revised before it is re-recorded, duplicated, and made accessible. The information may need some editing for clarity and conciseness before it is recorded in final form. Gathered verified information then gets re-recorded in final format. If the information is going to be in libraries or other "information outlets" it will need to be duplicated and distributed.
<i>Recording</i>	All gathered, unprocessed information should be put into a working format to make it easier to find, handle, and use.	<i>Keeping the Information Up-to-date</i>	Keeping information up-to-date means both: (1) revising information already collected; and (2) adding new information.

Revising Information

The need for revisions can show up in three ways:

- (1) Changes may show up when the public service librarians use the original information. In working with the agencies they may learn of changes in staff, telephone numbers, locations, programs, or policy. Depending on the source, the information may or may not need to be verified. In any case, the library should have a procedure for getting that revised information into the system quickly and accurately.
- (2) The library may seek out needed revisions. The same procedures used for searching out original information can be routinely used for identifying needed revisions every six months, or continuously.
- (3) An agency may volunteer revised information to the library. Each recorded piece of information should note the source of the revised information and the date. Procedures for updating are much the same as for gathering, though usually less complicated.

Adding Information

New information will also be coming in from the library staff, from agencies, and from unexpected sources. With the possibility of information cropping up in so many ways, the library needs to set

Designing Forms

up clear routine procedures for handling new information. The need is apparent for careful planning, uniform procedures, adequate staff and centralized processing point.

It's a good idea at this stage to design forms to use in gathering and processing the information. These forms, at least, will be needed:

- (1) an interview guide, for quickly collecting and recording information from primary sources
- (2) a worksheet for recording the "raw" information (the interview guide and the worksheet might be combined);
- (3) an edit outline, for revising the information to final form. Keep in mind the amount of detail you'll be recording, and design the forms so the information is organized and flows logically from step to step.

(See Appendix C for sample forms).

OUTREACH

Library outreach work includes all the contacts the library staff makes outside the library, publicizing library services in the community, gathering information about the community, and developing working relationships with community organizations. Outreach work is a vital part of information and referral service, but the benefits of outreach work are not limited to I&R. Outreach is the best way to get accurate information about local needs. The combination of outreach and effective service can create a new image for the library.

Learning about the community in direct contacts with community groups affects every aspect of library service. Librarians have operated too long in isolation, trying to make intelligent guesses at what their public would like. In areas where traditional library services are not well used, this isolation has become too costly to continue. It is impossible to serve a community without information on which to decide what titles to buy, what programs to plan, what movies to show, and what information and referral resources to develop. This information can only come from the community, and communities exist outside library buildings. The library cannot learn all the things it needs to know about the

**Types of
Community
Contacts:
Contacting
Agency and
Group
Representatives**

community by using only traditional community survey methods, questionnaires and formal interviews.

There are two levels of outreach work:

- (1) neighborhood outreach done by direct service personnel;
- (2) city or area-wide outreach done by the central information-gathering staff.

Both levels of outreach publicize information and referral services, make the library and its staff members more visible to the community, make the staff members more knowledgeable about the community, and establish contacts with other service institutions.

The suggestions below deal with one part of community outreach: contacting agencies about information and referral services--the kinds of contacts to make, and effective ways to make those contacts.

One kind of community contact for I&R services is *contacting representatives of agencies and groups for any of four reasons*:

- (a) to establish communication and set the stage for a continuing relationship;

**Attending
Community
Meetings**

(b) to acquaint the agency representative with information and referral services, so the representative can then inform the agency; (c) with the agency cooperation to list and refer to them, to collect, verify, or add to information about the agency; and (d) to get leads to other groups, agencies, and individuals who might be sources of information.

A second kind of outreach contact activity is *attending the meetings of groups and organizations*. In this kind of contact the staff member can play one of two roles, the interested observer, or the speaker. The interested observer doesn't need an invitation to attend a public meeting, and dropping in as an interested observer may be a good way to make an initial contact with a group and to learn more about it. Introducing yourself to the group can be a step toward making the library more visible and making the community more aware of library services. The library staff will have to decide when this role is appropriate, how effective it is, how many times it is worthwhile to attend the meetings of a particular group, and what kind of participation is best.

The library staff member who is addressing a group can: (a) present I&R to the audience (b) encourage them to use I&R (c) encourage them to share community information with the library, and (d) answer their questions about the service.

Another way to start contacts is to go to interagency council meetings. If there is no interagency council and convening one seems to be worth the time and effort, the library might convene a session and present its plan to all the agencies at the same time.

A third community outreach activity is *the community walk*--contact with potential consumers of the service and with business people who may be helpful in promoting it. Two or more library staff people should regularly spend one or two hours walking in the business streets of the community, contacting local businesses and leaving brochures, fliers, and posters. Community walks should be well planned and organized, with a definite schedule for covering specific areas. In community walks, library staff members learn more about the community in which they work, and the community learns more about the library, the services it provides, and the people who work there. Community walks allow library staff members:

(a) to disseminate local publicity--posters, brochures, fliers--in a planned, organized way; (b) to locate community resources: people who are in positions to refer others to I&R; people who offer a service to which patrons can be referred; people who offer part-time or summer employment; and group organizations, and agencies not yet in the file; (c) to talk with people about the service. When the librarian hands out literature about I&R, she/he should also talk to people about the service informally, adapting the information to the immediate situation and audience. The brochure can be a tool to allow the librarian to talk to consumers, but shouldn't be relied upon as being the only way of explaining the service.

In all community contacts, present the service clearly and positively. Encourage people to use the service. Demonstrate the value of the service by writing down any I&R questions they have, find the answer at the library, and call back with the answer. Get the library on the mailing lists of agencies and organizations. Be prepared to answer any questions about the service and about the library's role in the community.

Some agencies may not understand the library's role in providing information.

First
Contacts

Information Contacts

and referral services, and will need some introduction to the concept of library outreach. Before starting to gather specific information from the agencies, let them know what the library is trying to do and why. Present the library's case and ask the agency's help in an explanatory letter. The letter shouldn't require a reply, but should set the stage for a later contact. Before requesting information from an organization, the librarian should make sure the person she/he is approaching understands: (1) what information and referral services are; (2) the goals of I&R services; (3) what I&R offers agencies, groups, and individuals; (4) how the service works; and (5) why the library is doing it.

After making the first, publicity-oriented contacts, the library should follow up those contacts (1) to get special information about what resources the agency, group, or organization has to offer; and (2) to develop an effective working relationship with that agency. That means finding the best way the library and that particular agency can work together to provide better, fuller service to the community.

The library can begin and maintain its contacts with either formal or informal methods, although a formal interview is

usually necessary in the beginning. Telephoning is good to keep up contact and occasional visits are helpful. Whether information is exchanged formally or informally is less important than that the information gets fed into the information-gathering process and becomes available to those who need it.

When the library can clearly express the goals of the new service and the reasons for doing it, working with community agencies will not seem so unusual for a library assignment. The staff member assigned to this task should: (1) approach each contact with the intention clearly in mind; (2) begin with the executive staff, and ferret out the agency staff member who can help most-remember that this will be an ongoing relationship. You will probably need to talk with several people initially and (3) allow ample time for firm interviews at each agency, and arrange to follow up your contacts.

An interview guide can be useful, as long as it isn't limiting. Free-flowing conversation may get more valuable information than a series of questions and answers. During the interview, listen carefully; fill out the guide or worksheet after you have left.

**Techniques for
Effective
Contacts**

Community contact work has two purposes. (1) public relations: to promote a positive image of the library and to drum up business; and (2) to gather information for I&R.

People Skills

Community contact work is basically just "talking to people," and the same communications skills that make for good service to patrons in the library also make for good outreach work. Essential, especially in work with disadvantaged adults, are *active listening*, *a non-defensive attitude*, and *openness*.

Information and referral is a personalized service, one which adapts itself to fit the needs of the individual being served at the time. Some people need more interpretation, more preparation, and more advocacy than others, because of cultural differences, negative experiences with agencies, bureaucracies, and professionals, or because of their personal distress at the time.

Dealing with the public may be easier for some staff members than for others, but many find that outreach work gets easier and more comfortable with experience.

**Working in the
Community**

When the library staff talks to a group about I&R, an outline of the points to cover helps get the information across

more clearly. Frequently asked questions should become part of the talk, since much the same information will be given in all contacts.

Working in teams makes for better communication: if one team member misses a point, the other can pick it up.

A question and answer session after the talk lets the audience raise points not covered in the talk, important but unanswered questions, and points of particular interest to them.

The Staff

To keep information and referral service well coordinated and effective communication must be good among the service staff. In regular staff meetings and in open informal conversations, staff members should share their information and their experiences. The sharing allows staff members to help each other develop the skills I&R requires, skills in asking and answering questions, relating to individuals and to groups, and handling problems.

Communication among the staff is also important in follow-up work, to make sure the patron gets the best possible service. Staff discussions of the work can be an important part of the ongoing evaluation of the staff's performance.

*Relationship
to Other
Agencies*

Workers can correct their mistakes, and learn to provide better services.

The library staff in its work should remain neutral toward community groups and agencies. Library staff members must keep their personal opinions and politics separate from their work, providing information on issues but refusing to take sides. Situations may arise that test library policy, and needs may arise for new policies or for policy clarifications.

PUBLICITY

Successful information and referral services combine outreach, people skills and publicity. The more outreach work the library does in a community, the more requests for information it gets from the community. The most effective publicity programs use all available methods of advertising to get information to the people: radio, TV, newspapers, billboards, fliers, and bus cards.

Whatever media the library uses to publicize its services, it should communicate its message honestly and clearly. Libraries have a tradition of advertising through "snob appeal" and parental dictates: "GET AHEAD--READ." The tradition insists on selling the library as a cornerstone of society that the public is morally obligated to support.

That kind of advertising will not effectively publicize I&R. While publicity should promise no more than the library can deliver, neither should it undersell the library as a community resource. Images of the library like those used by the Houston Neighborhood Information Center ("We'll tell you everything we know") or the Detroit Public Library ("Tell your problems to the library"), while horrifying some librarians, did bring about the desired

Local
Publicity

results. If the library is providing a service that helps patrons solve problems by linking them to service agencies, then it should say so. If it can't do that, it shouldn't say it can.

Community-wide advertising-like radio and TV--reaches the largest number of people, but local publicity is also important.

Bus cards with the telephone number of the branch library nearest the bus route were effective in Detroit. Billboards and fliers also help reach those who don't listen to TV and radio. Local newspapers may be willing to give the library free publicity for its new service. A newspaper story that deals with actual people who have been helped by the service is a natural for local publicity.

A successful advertising campaign that helped start I&R services at the Detroit Public Library was donated by a major Detroit firm as a public service. Agencies with an interest in public service might help promote the library as an information and referral center.

Publicizing a new service initially is one kind of problem, for which radio, television, newspapers, billboards, and bus cards are somewhat effective. But the real task is to bring about

*Temporary
Headquarters*

*Attending
Community
Meetings*

person-to-person word-of-mouth publicity at the local level. And the one sure way to do that is to *provide results*. The best advertising is still a satisfied customer, and that means making every possible effort to insure good service to each patron.

Some ways to build up that kind of publicity are: (1) setting up temporary headquarters somewhere in the community to answer questions on the spot; (2) attending community meetings and gatherings; (3) processing very local information; and (4) the community walk.

Occasionally, library staff members can select a key location in the community (a store, supermarket, church, or street corner) bring a card table and chair, and publicize the library's I&R efforts. There has one serious limitation: many questions can't be answered immediately, but need some searching and telephoning.

It is important to regularly attend local club meetings, church socials, and other community gatherings. Again, demonstration of the service on the spot is an effective way to advertise, but the same limitations are involved: the question asked often requires more information than is immediately available.

**Processing
Local
Information**

Referrals to local community organizations and very localized information--like who in the neighborhood gives guitar, chess, or macrame lessons--are effective ways to involve the community and get local publicity.

**Community
Walk**

The community walk does two things that promote local publicity: (1) it allows library staff members to describe the service to local people in person; and (2) it allows the library staff members to find out what additional services are being provided or could be provided. The library's I&R services, for example, can link a church group looking for a project with local need, such as transportation for older persons. The community walk helps the library keep in touch so it can make this kind of connection.

**Commercial
Publicity**

The library must avoid making commercial referrals. Questions like "Where can I buy the best birthday cake?" are best handled by referring the caller to the Yellow Pages, or having a community bulletin board. The library, or each branch, can put up a community bulletin board advertising commercial or private services (grass-cutting, sewing, or baking, for example) without the library's being responsible for these services.

In publicity, as in all aspects of information and referral services, the interaction between the library and the community is the crucial factor. The library must listen, communicate, and help the people in the community, or all its other publicity methods will fail.

WHAT OTHER LIBRARIES HAVE DONE

AAEC Library/ABE Sites

Each of the following demonstration sites adapted the AAEC's *Handbook of Services Available For Adult Students*. Local community resources are distributed the handbooks to libraries, adult basic education programs, and social service agencies.

Urban Sites

ABE-Library Center
Birmingham Public Library
2115 7th Avenue, North
Birmingham, Alabama 35203

Library-ABE Project
Memphis Public Library and
Information Center
1850 Peabody
Memphis, Tennessee 38104

Rural Sites

Northeast Georgia Regional Library-
ABE Project
P.O. Box 378
Clarksville, Georgia 30523

ABE-Library Project
Floyd County Public Library
Prestonsburg, Kentucky 41653

Carnegie Public Library
Clarksdale, Mississippi 38614

Western Counties Regional Libraries
ABE Project
900 5th Avenue
Huntington, West Virginia 25701

TIP (The Information Place)
Detroit Public Library
5201 Woodward Avenue
Detroit, Michigan 48202

The TIP Program, on which much of this guide was based, provides extensive information-referral services in thirty branch libraries and in the main branch as well. The TIP clearinghouse at the main branch processes, verifies, and duplicates all information. It is part of a five-city project called the "Neighborhood Information Centers Project" or NIC, funded by the Office of Libraries and Learning Resources. Other participating libraries are in Atlanta, Georgia; Queens Borough, New York; Cleveland, Ohio; and Houston, Texas.

El Centro De Information
Chicago Public Library
78 East Washington Street
Chicago, Illinois 60602

The I&R service is a telephone information center manned by Spanish-speaking librarians who work with a community resource file.

PIC
Enoch Pratt Free Library
400 Cathedral Street
Baltimore, Maryland 21201

The PIC (Public Information Center) worked closely with various agencies to provide I&R service. One task was to prepare an index to the already existing Directory of Community Resources, a guide to social services in Maryland, which is heavily used by caseworkers, educators, and others for making referrals.

SUGGESTED READINGS

The following articles and books can give additional information about information and referral services.

Donahue, Joseph C. "Planning for a Community Information Center." *Library Journal* 97: 3284-88 October 15, 1972.

Interstudy. Minneapolis. Minnesota. *Information and Referral Services Series*. Available free from Administration on Aging, Social and Rehabilitation Service, Department of Health, Education and Welfare, Washington, DC 20201 and through ERIC: EDO 51836, EDO55632-EDO55640. Includes: Notes for Managers; the Resource File, Interviewing and Information Giving; Referral Procedure; Volunteer Escort Service; Follow-up; Reaching Out; The Role of Advocacy; A Training Syllabus; and A Functional Analysis.

Kahn, A.J. *Neighborhood Information Centers: A Study and Some Proposals*. New York: Columbia University, School of Social Work, 1966.

Kronus, Carol L. and Crowe, Linda, ed.
*Libraries and Neighborhood
Information Centers.* Urbana,
Illinois. University of Illinois,
Graduate School of Library
Science. 1972. Allerton Park
Institute, No. 17.

Ogg, Elizabeth, *Tell Me Where to Turn;
The Growth of Information and
Referral Services.* Public Affairs
Pamphlet No. 428, 1971.

Turick, Dorothy Ann, Ed. "The
Neighborhood Information
Center." RQ (Summer, 1973) pp.
341-363.

*National Standards, Information and
Referral.* Write to George Pfeiffer,
United Way of America, 801 N.
Fairfax Street, Alexandria,
Virginia, 22314.

APPENDIXES

APPENDIX A

TIP SUBJECT HEADINGS DETROIT PUBLIC LIBRARY

Abandoned Houses
see
Housing Inspection

Abortion Referral

Accounting

Actors & Acting
see
Theatre Arts Education

Adoption

Adoption--Foreign Born

Adult Education

Advertising

Aged
see also
Camps for Retirees
Homes for the Aged
Housing for Retirees
Nursing Homes
Protective Service--Aged
Recreation for Retirees
Retirees

Air Pollution

Alcoholism

Alumni

Animals
see also
Dogs
Humané Societies
Leader Dogs
Zoos

Animals, Nuisance & Stray

Appliances--Second Hand
see
Furniture/Appliances--Second
Hand

Apprentices

Archery

Architects

Art

Art Education

Art Galleries

Art Rental

Arthritis & Rheumatism

Arts & Crafts

see also

Art

Art Education

Ballet

Ceramics

Dance

Folk Dance

Modelmaking

Photography

Puppets & Puppet Crafts

Textiles

Theatre Arts Education

Asthma

Astronomy

see

Planetariums

Auto Recovery

Automobiles

Automobiles, Abandoned

see

Auto Recovery

Automobiles, Stolen

see

Auto Recovery

Aviation

Babies, Abandoned

see

**Protective Services--
Children**

Baby Sitters

see

**Homemaker/Housekeeper
Services**

Bagpipes

Ballet

Bands & Orchestras

Banks & Banking

Barber Shop Singing

**Basements & Streets,
Flooded**

Basketball

Battered Babies

see

**Protective Services--
Children**

Bicycle Licenses	Block Clubs/Community Council	Bridge (Game)
Bicycles & Bicycling		Budget
Birds		Building Inspection <i>see also</i> Housing Inspection
Birth & Death Records	Blood Banks	Building Permits <i>see also</i> Construction Permits
Birth Control	Boats & Boating	Burials <i>see</i> Funerals
Birthdays	Bodies-Bequest of	Buses <i>see</i> Transportation, Group
Black Studies	Boiler Inspection	Business <i>see also</i> Blacks--Business Small Business Assistance
Blacks	Bonsai	
Blacks--Business	Boys' Organizations	
Blacks--History	Braces <i>see</i> Medical Appliances/Supplies	
Bladder	Breast Feeding	
Blind		

Business Education

Cameras

see

Photography

Camperships

Camps & Camping

Camps for Retirees

Camps for the Handicapped

Cancer

see also

Bladder

Colostomy

Ileostomy

Laryngectomy

Mastectomy

Urethrotomy

Canes

see

Medical Appliances/Supplies

Canoes

Catholic

see

Roman Catholic

Cemeteries

Ceramics

Cerebral Palsy

Chamber Music

Charities

see

Funding Organizations

Welfare

Checkers

Chess

Child Abuse

see

Protective Services--Children

Child Placing

see

Adoption

Children-Institutional Care

Foster Home Care

Child Protective Services

see

Protective Services--Children

Child Study

Childbirth

see also

Infant Care

Maternity Care

Children

Children, Blind

see

Blind

Children, Deaf

see

Deaf

Children, Handicapped

Children, Handicapped--Camps

see

Camps for the Handicapped

Children--Hospitals

Children--Institutional Care

Children--Mental Health

see

Mental Health

Children, Retarded

see

Children, Handicapped
Mental Health

Children's Homes

see

Children--Institutional Care

Choral

Christmas

Christmas Charities

Christmas Trees

Chrysanthemums

Citizen Patrols

Citizenship

see

Immigration & Naturalization

Civic Organizations

Civil Rights

Clothing--Second Hand

Coins

Colostomy

Communicable Disease

see also

Quarantine

Community Centers

see also

Recreation Centers

Community Organization

Condominiums

Conference Facilities

see also

Meeting Rooms

Conscientious Objectors

see

Draft Counseling

Conservation

see also

Air Pollution
Litter Control
Nature Study
Pollution
Weed Control

Construction Permits

see also

Building Permits

Consulates

see

Foreign Population

Consumer Protection

Conventions

Cooperatives

see also

Food--Cooperatives

Housing, Cooperatives

Counseling

see

Specific Subject Heading,
e.g., ALCOHOLISM, MARRIAGE
COUNSELING, etc.

Crafts

see

Arts & Crafts

Credit

Cremation

see

Funerals

Crime Prevention

Crippled Children

see

Children, Handicapped

Crisis Intervention

see

Drug Abuse--Information &
Referral

Emergency Assistance

Poison

Suicide

Crisis Intervention Centers

Crutches

see

Medical Appliances/Supplies

Cultural Organizations

Cystic Fibrosis

Dance

see also

Ballet

Folk Dance

Danish

Day Camps

Day Care Centers

Day Care Organizations

Deaf

see also

Hearing Clinics

Medical Appliances/Supplies

Deaf--Interpretive Services

Death Certificates

see

Birth & Death Records

Dental Care

Dental Clinics

Dentists--Associations

Dermatology

Diabetes

Dietetics

see

Nutrition

Disabled

see

Handicapped

Disaster Relief

see

Emergency Assistance

Discrimination

see

Civil Rights

Divorce

see also

Legal Aid

Doctors

see

Osteopaths--Associations

Physicians--Associations

Psychiatrists--Associations

Dog Bites

see

Rabies Prevention

Dog Licenses

Dogs

see also

Humane Societies

Leader Dogs

Rabies Prevention

Dogs, Nuisance & Stray

Dolls

see also

Puppets & Puppet Craft

Draft Counseling

Dramatic Instruction

see

Theatre Arts Education

Drop--Outs

Drop--Outs--Education

Drug Abuse--Education

**Drug Abuse--Information &
Referral**

Drug Abuse--Treatment

Drugs (Prescription)

Ecology

see

Air Pollution
Conservation
Litter Control
Nature Study
Pollution
Recycling
Weed Control

Economics

Education

see also

Adult Education
Art Education
Business
Drop-Out--Education

Education (cont.)

Music Education

Theatre Arts Education

Educational Counseling

see also

Vocational Counseling

Educational Films

Educational Television

Electrical Inspection

Elevator Inspection

Emergency Assistance

see also

Drug Abuse--Information &
Referral
Meals, Free/Nominal Charge
Poison
Shelter, Temporary
Suicide

Emergency Assistance (cont.)

Suicide

Transportation
(Emergency)

Emotionally Disturbed

see

Mental Health

Emphysema

Employment

see also

Youth--Employment

Epilepsy

Ethnic Groups

see

Foreign Population

Ethnic Studies

Eye Banks	Field Trips <i>see</i> Tours	Food (cont.) Meals, Free/Nominal Charge Nutrition
Eye Care	Films <i>see also</i> Educational Films	Food--Cooperatives
Eye Clinics	Financial Aid <i>see</i> Welfare	Food Inspection
Fairs	Finnish	Food Stamps
Family	Fishing	Foodhandler Permits
Family Planning <i>see</i> Birth Control	Flying <i>see</i> Aviation	Foreign Affairs
Farms	Folk Dance	Foreign Population
Fencing	Food <i>see</i> Food--Cooperatives	Foster Home Care
Fertility Services		Fraud <i>see</i> Consumer Protection

French	German	Handicapped (cont.)
French Language	Girls' Organizations	Children, Handicapped
Funding Organizations	Golf	Deaf
Funerals	Gonorrhea <i>see also</i> Venereal Disease	Medical Appliances/ Supplies
Furniture/Appliances--Second Hand	Government <i>see also</i> U.S. Government	Mental Health
Gambling	Great Lakes	Physical Therapy
Garbage Collection	Guitar	Sheltered Workshops
Gardens & Gardening <i>see also</i> Bonsai Chrysanthemums Roses	Half-Way Houses	Handicapped--Employment <i>see also</i> Sheltered Workshops
Genealogy	Handicapped <i>see also</i> Blind Camps for the Handi- capped	Handicapped--Recreation <i>see also</i> Camps for the Handicapped
Genetic Counseling		Health Care
		Health Clinics <i>see also</i> Dental Clinics Eye Clinics Hearing Clinics Mental Health--Out-Patient Speech Clinics

Health Clinics

see also

specific subject heading,
e.g., CEREBRAL PALSY,
MUSCULAR DYSTROPHY, etc.

Health Organizations

Hearing Aids

see

Medical Appliances/
Supplies

Hearing Clinics

Heart

Heating Inspection

Hemophilia

Heredity of Disease

see

Genetic Counseling

Hiking

History

see also

Blacks--History

Hobbies

see

Arts & Crafts

Coins

Dolls

Modelmaking

Photography

Puppets & Puppet Crafts

Railroads

Recreation

Stamps, Postage

Home Nursing

see

Nurses & Nursing

**Homemaker/Housekeeper
Services**

see

Day Care Centers

Homes, Children's

see

Children--Institutional Care

**Homes--Convalescent, Nursing
& Rest**

see

Nursing Homes

Homes For The Aged

see also

Nursing Homes

**Homes For The Aged
Organizations**

Homes For Women

see

Women's Residences

Homestead Tax

see

Tax Assistance

Horticulture

see

Gardens & Gardening

Hospitals, Children's

see

Children--Hospitals

Hot Lines

see

Drug Abuse--Information
& Referral

Emergency Assistance
Crisis Intervention
Centers

Housing

Housing, Cooperative

Housing For Retirees

Housing Inspection

see

Building Inspection

Housing, Low Income

Human Relations

Humane Societies

Hunting

Identification Cards

Ileostomy

Illegitimacy

see

Unmarried Fathers

Unmarried Mothers

Immigration & Naturalization

Immunization

Income Tax

see

Tax Assistance

Industrial Hygiene

Industrial Relations

Infant Care

**Information & Referral
Service**

see also

Drug Abuse--Information
& Referral

Inspection

see

specific subject heading,
e.g., BUILDING, PLUMBING, etc.

Installation Permits

Insurance*see also*

Social Security

Unemployment Insurance

Insurance, Automobile**Insurance, Health***see also*

Medicare

Workmen's Compensation

Interracial Marriage**Italian****Jail****Jews****Job Placement***see*

Employment

Juvenile Delinquency**Kidney****Kitchens, Public***see*

Meals, Free/Nominal Charge

Language Lessons*see*

Adult Education

Laryngectomy**Latin American****Law****Lawyers--Associations****Leader Dogs****Legal Aid****Leukemia****Libraries****Libraries, Special****Licensing & Regulation***see also*

specific subject

heading, e.g., BICYCLE,

LIQUOR, etc.

**Liquor--Licensing &
Regulation****Litter Control***see also*

Garbage Collection

Rubbish Collection

Loans**Lutheran****Marriage Counseling****Marriage Records**

Mastectomy

Maternity Care

Meal Planning

see

Budget

Nutrition

**Meals, Free/Nominal
Charge**

Medicaid

**Medical Appliances/
Supplies**

Medical Services

see

Health Care

Health Clinics

Medicare

Meeting Rooms

**Mental Health-In-
Patient**

see also

Psychiatric Hospitals

Mental Health Organizations

Mental Health--Out-Patient

Mental Health--Self Help

Mentally Handicapped

see

Mental Health

Mentally Retarded

see

Mental Health

Methadone Maintenance

see

Drug Abuse--Treatment

Michigan

Minority Business

see

Blacks--Business

Small Business Assistance

Missing Persons

Modelmaking

Montessori Method

Multiple Sclerosis

Municipal Government

see

Government

Muscular Dystrophy

Museums

Music

see

Bagpipes

Bands & Orchestras

Music (cont.)

Barber Shop Singing
Chamber Music
Choral
Guitar
Opera
Organ
Recorders

Music Boxes

Music Education

Music Organizations

Myasthenia Gravis

Narcotics

see
Drug Abuse

Naturalization

Immigration & Naturaliza-
tion

Nature Study

Negroes

see
Blacks

Newspapers

Newspapers--Foreign Language

see
Yellow Pages

Norwegian

Nurses & Nursing

Nursing Homes

see also
Homes for the Aged

Nursing Homes Organizations

Nursing Mothers

see
Breast Feeding

Nutrition

Obscenity

Occupational Therapy

Old Age

see
Aged
Retirees

Opera

Optometrists--

Associations

Orchestras

see
Bands & Orchestras

Organ

Orthopedic Appliances

see

**Medical Appliances/
Supplies**

Osteopaths--Association

**Park & Playground
Maintenance**

Parolees

Passports

Pen Pals

Permits

see

specific subject heading
e.g., CONSTRUCTIONS,
INSTALLATION, FOODHANDLER

Philately

see

Stamps (Postage)

Photography

Physical Examinations

see

**Health Care
Health Clinics**

Physical Therapy

Physicians--Associations

see also

**Osteopaths--Associations
Psychiatrists--Associations**

Pinochle

Planetariums

Playground Maintenance

see

Parks & Playground Maintenance

Plumbing Inspection

Poetry

Poison

Police/Community Relations

Polish

Pollution

see also

**Air Pollution
Conservation
Litter Control
Weed Control**

Pregnancy, Problem

see

**Abortion Referral
Adoption
Birth Control
Family
Genetic Counseling
Health Clinics
Marriage Counseling
Maternity Care
Unmarried Mothers**

Pregnancy Test

Pre-Natal Care

see

Maternity Care

Prescription Drugs

see

Drugs (Prescription)

Prison

see

Jail

Parolees

Program Planning

see also

Speakers Bureaus

Property Rights

Proposal Writing

Protective Services--Aged

**Protective Services--
Children**

Psychiatric Clinics

see

Mental Health Out-
Patient

Psychiatric Hospitals

Psychiatrists--Associations

Psychodrama

Psychologists--Associations

Psychotherapy

see

Mental Health--In-
Patient

Mental Health--Out-
Patient

Mental Health--Self Help

Public Speaking

Puppets & Puppet Craft

Quarantine

Rabies Prevention

Race Relations

see

Civil Rights

Human Relations

Radio

Radio Emergency

Railroads

Rat Control

see

Rodent Control

Reading

Real Estate

Recreation

see also

Archery

Arts & Crafts

Basketball

Bicycles & Bicycling

Recreation (cont.)

Bicycles & Bicycling
Boats & Boating
Bridge
Camps & Camping
Canoes
Checkers
Chess
Fencing
Fishing
Gardens & Gardening
Golf
Hiking
Hunting
Pinochle
Sailing
Skiing
Tennis

Recreation Centers**Recreation For Retirees**

see also

Camps for Retirees

Recycling**Refrigeration Inspection****Remedial Reading**

see

Reading

Residences, Women's

see

Women's Residences

Respiratory Disease

see

Asthma

Emphysema

Tuberculosis

Retardation

see

Mental Health

Retarded Children

see

Children, Handicapped

Mental Health

Retirees

see also

Camps for Retirees

Housing for Retirees

Recreation for Retirees

Rheumatism

see

Arthritis & Rheumatism

Rodent Control**Roman Catholic****Roses****Rubbish Collection****Rumors****Safety****Sailing****Sanitation****Santa Claus**

see

Christmas

Scholarships

Schools, Private

Science Museums
see
Museums

Scottish

Scouting

Security Deposits
see
Legal Aid

Selective Service
see
Draft Counseling

Senior Citizen Programs
see
Recreation for Retirees

Servicemen
see also
Veterans

Settlement Houses
see
Community Centers

Sex Crimes

Sexual Health Information

Shelter, Temporary

Shoes

Sick Room Equipment
see
Medical Appliances/Supplies

Sidewalks

Signs, Street
see
Street Signs

Singles
see also
Widows/Widowers

Skiing

Small Business Assistance

Smoke Control
see
Air Pollution

Smoking

Smoking Withdrawal Clinics

Snowmobiles

Social Security

see also

Medicare

Social Workers

Spanish American

see

Latin American

Speakers Bureaus

Speech Clinics

Speech Therapy

Sports

see

Recreation

Recreation Centers

Square Dance

see

Folk Dance

Stamps (Postage)

Stocks/Bonds

Story Tellers

Street & Traffic Signs

Street Cleaning

Street Lighting

Street Paving & Repairs

Streets, Flooded

see

Basements & Streets,
Flooded

Strokes

see

Heart

Substance Abuse

see

Alcoholism

Drug Abuse--Education

Substance Abuse (cont.)

Drug Abuse--Information
& Referral

Drug Abuse--Treatment

Sudden Infant Death

Suicide

Summer Theatre

Swedish

Syphilis

see

Venereal Disease

Talking Books

Tax Assistance

Teachers

see also

Tutors, & Tutoring

Teachers, Retired

Television

see also

Educational Television

Tenant Rights

see also

Legal Aid

Tennis

Textiles

Theatre

see also

Summer Theatre

Theatre Arts Education

Therapy, Occupational

see

Occupational Therapy

Therapy, Physical

see

Physical Therapy

Tourism

Tours

Traffic

see

Safety

Traffic Lights & Signals--

Installation

Traffic Lights & Signals--

Repairs

Traffic Signs

see

Street & Traffic Signs

Translation

Transportation (Emergency)

Transportation, Group

Travel

Tree Farms

see

Christmas Trees

**Tree Service (Spraying,
Trimming, Removal)**

Tuberculosis

Tutors & Tutoring

see also

Reading

Twins

Unemployment Insurance

United Nations

U.S. Government

Unmarried Fathers

Unmarried Mothers

Unmarried Parents

Urban Studies

Urethorotomy

Utilities

Vasectomy

Venereal Disease

Veterans

Vocational Counseling

Vocational Training

Volunteers

Voting

Walkers

see

Medical Appliances/Supplies

Water Main Breaks

**Weed Control (Private
Property)**

**Weed Control (Public
Property)**

Welfare

see also

Food Stamps

Welfare Rights

Wheel Chairs

see

**Medical Appliances/
Supplies**

Widows/Widowers

Women's Organizations

Women's Residences

Workmen's Compensation

X-Ray

Yoga

Youth

see also

Boys' Organizations

Girls' Organizations

Youth--Employment

Youth--Institutional Care

see

Children--Institutional Care

Mental Health--In-Patient

Youth--Recreation

see

Recreation

Zoning Appeals

Zoos

APPENDIX B

INFORMATION AND REFERRAL CARD FILE: SAMPLE SUBJECT FILE AND RESOURCE CARDS

I&R card files are usually divided into a subject index and an alphabetical resource file. Resources could also be listed by subject. Usually a resource is listed once with cross references. The kinds of subject headings will depend upon the local services available.

The next two pages show sample subject file cards and a sample resource card. These are only samples, of course, to be adapted to the needs of your library.

SAMPLE SUBJECT FILE CARDS

HEALTH

Alabama State Vocational Rehabilitation Service
American Red Cross
Jefferson County Committee for Economic Opportunity
Jefferson County Dept. of Pensions and Security
Jefferson County Health Department
Lions Club (Eye examination and eyeglasses)
Rotary Club (Hearing testing)
Social Security Administration (Medicare and Medicaid)

LEGAL AID

Alabama Department of Pensions and Security
Jefferson County Committee for Economic Opportunity

SAMPLE RESOURCE CARD

Kinds of information to include on resource cards are: complete name of agency, address of main office and local branches, telephone number of main office and branches (including whether or not the phone is answered by a recording) and the hours the phone number is in service, hours and days the agency is open, name of the contact person(s) in the agency, services offered, eligibility requirements for services, costs of service, if any, papers a potential client must bring (such as a social security card, birth certificate, etc.), and other information as needed.

Jefferson County Health Department
Public Health Building
1912 8th Avenue South
Birmingham, Alabama 35233

Telephone: 324-9571

Person to Contact: Dr. John Smith

Services offered: 1. mobile unit chest x-ray at frequent intervals, 2. 14
17 chest x-rays when recommended by physicians, routine immunization,
3. Bi-monthly tuberculosis outpatient clinic, 4. Diabetes screening, 5.
Venereal disease tests and treatments, 6. Hearing tests, 7. Vision tests, 8.
School health services, 9. Home visits by nurse, 10. Planned parenthood
assistance, 11. Cervical Cancer tests (Pap smears), 12. Plumbing
inspections, 13. Soil percolation tests, 14. Rabies control services, 15.
Water sampling, 16. Issue verifications of births and deaths, 17.
Laboratory services for many communicable diseases.

APPENDIX C

DATA COLLECTION FORMS

The following forms were adapted from experimental forms used by the TIP program at the Detroit Public Library record questions asked, number of requests for information, and the kinds and frequency of outreach work done. The forms will help to assess the scope of work completed as well as show possible gaps in community service. (Patterns questions can lead to areas where programs may be needed. For example, if there are many questions about VD, the library may want to sponsor a program about VD prevention and treatment).

Keeping a subject file of questions asked will cut down the amount of duplicate work. These forms are only used when referral is made and not for information-only questions.

Three sample forms are shown: (1) a work sheet; (2) a monthly statistical report; and (3) a community contact form.

WORK SHEET

Date: ☐ Telephone ☐ Walk-in Call taken by: _____

Patron's name: _____ Phone and/or address: _____

Question:

Narrative:

Sources consulted:

Resource File

Directories

Pamphlet Materials

Information only ☐

Referrals made:

(continued on next page)

Phone calls made:

for patron:

where:

information required:

with patron:

where:

information required:

Question completed while patron on phone ☐

Necessary to work on question and call patron back ☐

Approximate length of time spent answering question:

If caller is other than patron:

Name:

Agency or affiliation:

How did patron hear about I&R service? ☐ Media ☐ Agency ☐ Other

☐ Outreach ☐ Friend or relative

Follow up

Date:

Successful referral ☐ yes ☐ no

Comments:

Additional information and referral necessary ☐ yes ☐ no (If yes, attach new work sheet.)

Signature _____

COMMUNITY CONTACT FORM

Name:

Address:

Phone:

Contact person:

Type of Contact

- | | | |
|---|--|--|
| ☐ school | ☐ block club or community council | ☐ church |
| ☐ recreation or community center | ☐ nursing home or senior citizens residence | ☐ commercial area |
| ☐ club or organization | ☐ service agency | ☐ individual |
| ☐ city department | ☐ other | |

Method of Contact

- | | | |
|--|--|--|
| ☐ scheduled visit | ☐ attendance at meeting | ☐ telephone |
| ☐ appointment for interview | ☐ speaker at meeting | ☐ drop-in visit |
| ☐ other | | |

Time Spent _____

Result of Contact

- | | |
|---|---|
| ☐ publicity and information | ☐ additional contact suggestions |
| ☐ additional resource for referral | ☐ cooperative services and/or programs |

Future or continued contact recommendations

- | | | |
|---|--|---|
| ☐ return visit; frequency -- | ☐ no further contact necessary; comment-- | ☐ meeting attendance frequency-- |
|---|--|---|

Staff Member:

Library:

Date:

MONTHLY STATISTICAL REPORT

Library: _____

Month: _____

Questions Completed _____

_____ Walk-in

_____ Agency or organization
requests

_____ Telephone

_____ Referrals

_____ Individual Requests

_____ Information only

Average length of time between receipt and completion _____

Follow-ups _____

_____ Required add'l information or
referral

_____ Unable to answer

Telephone calls _____

_____ Regular

_____ 3-way

_____ Toll free number

Average number of calls per question _____

MAJOR SUBJECT AREAS:

_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____
_____	_____	_____	_____	_____

APPALACHIAN ADULT EDUCATION CENTER STAFF

George Eyster

Executive Director

Susan Schmidt

Professional Librarian

Priscilla Gotsick

Library Services Specialist

Anne Shelby

Staff Writer

C. J. Bailey

Training Specialist

Sharon Moore

Reading Specialist

Ann Drennan

Consultant

Helen Montgomery

Administrative Assistant

Bonnie Hall

IBM Composer Operator

LIBRARY SERVICE GUIDES

1. Materials Selection for Disadvantaged Adults
2. Assessing Community Information and Service Needs
3. Using Pamphlets with Disadvantaged Adults
4. Deposit Collections of Special Materials for Disadvantaged Adults
5. Utilizing Volunteers in Expanding Library Services to Disadvantaged Adults
6. Books By Mail Services: Moving the Library to Disadvantaged Adults
7. Evening and Weekend Library Services for Disadvantaged Adults
8. The Library as a Community Information and Referral Center
9. Planning the Expansion of Library Services to Disadvantaged Adults
10. Working with Library Trustees to Expand Library Services to Disadvantaged Adults
11. Reader Guidance Services for Disadvantaged Adults
12. The Recruitment of Disadvantaged Adults: Effective Publicity
13. Conducting Tours to the Library for Groups of Disadvantaged Adults
14. ABE—What Is It?
15. The Relationship of Disadvantage to Library Services
16. In-service Training of Personnel to Serve Disadvantaged Adults
17. Adult Education in the Library: ABE, GED, CLEP, and the Open University
18. Book Talks: Encouraging Library Materials Usage by Disadvantaged Adults
19. Techniques for Teachers: Teaching the Application of Basic Skills to Everyday Life Problems
20. Displaying Materials for Disadvantaged Adults
21. Bookmobile Services: Moving the Library to Disadvantaged Adults
22. Expanding Library Services to the Elderly
23. Using Audiovisuals With Disadvantaged Adults
24. Expanding Library Services to the Institutionalized
25. Interagency Cooperation: The Public Library and Agencies that Serve Disadvantaged Adults
26. Adjusting School Libraries for Use by Disadvantaged Adults
27. Speakers Bureaus for Disadvantaged Adults
28. Maintaining Separate Collections of Library Materials for Disadvantaged Adults
29. Client Participation in Expanding Library Services to Disadvantaged Adults
30. The Role of the College Library in the Education of Disadvantaged Adults
31. Public Library Services to Young Disadvantaged Adults
32. Working with Elected Officials to Expand Library Services to Disadvantaged Adults



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